



Aruba has a new spokesperson in Natalee Holloway case

Friday afternoon at Wyndham Resort's 17th floor Buena Vista room, Aruba Tourism Authority Director Myrna Jansen-Feliciano, Aruba Hotel and Tourism Association CEO Jorge Pesquera and Aruba Trade and Industry Association President Serge Mansur announced that the Strategic Communication Task Force has added Steve Cohen as the second spokesperson for Aruba for matters concerning the Natalee Holloway disappearance case.

When Natalee went missing on Aruba 6 months ago, Aruba Tourism Authority associates did much of the foot and mind work, even physically spending days and nights on end in the search for the missing Alabamian honors student, helping the family and local and international media. Short after the media attacks began, Aruba's Prime Minister introduced and endorsed the Strategic Communication Task Force which would, among others, help get the correct information to the media, would help correct the faulty information and keep close contact with all parties involved.

After the explosion of never before seen attention in especially the U.S. media and many rating boosting and sensationalistic stories later, Task Force partners deemed necessary to introduce Steve Cohen, an American media specialist, former reporter and anchor, co-creator of Court TV and former CBS producer, for 12 years, as an added U.S.-based spokesperson for the island.

Before Friday, after the public prosecutor's office stopped giving daily press conferences and interviews and Ruben Trapenberg, the former government spokesperson moved back to the private sector, currently as spokesperson for the Aruba Airport Authority N.V., the Task Force's only official spokesperson was island-based Arlene Schipper, a dynamic young lawyer and consultant. The Strategic Communication Task Force expressed great satisfaction with Arlene and are keeping her on as spokesperson, while Steve is will be working in the U.S.

The Strategic Communication Task Force consists is co-chaired by the Aruba Tourism Authority and Aruba Hotel and Tourism Association. The committee consists of experts in various fields, including justice and law enforcement. The Task Force was introduced by Prime Minister Nelson Oduber and is endorsed by the government.